

## BEA Customer Satisfaction Report

THIS REPORT SUMMARIZES BEA's efforts over the past year to improve both the quality and relevance of our products and the service to our customers.

From late 1994 through mid-1995, BEA involved its staff and customers in a Mid-Decade Strategic Review of the Economic Accounts:

- Background papers that discussed the issues involved in keeping the economic accounts useful and viable into the next century were prepared by BEA staff and widely distributed to customers of BEA data in business, academia, and government.
- A draft strategic plan for improving the accounts, based on the background papers, was published in the *SURVEY OF CURRENT BUSINESS*, BEA's monthly journal of record. Comments and suggestions from our customers were solicited.
- In March 1995, a users conference—cosponsored by the U.S. Chamber of Commerce—was held to publicly discuss the issues and BEA's plan for addressing these issues. BEA revised its strategic plan in response to input from our customers and published the revised plan in the *SURVEY*.

In addition, BEA completed several efforts to enhance service to our customers:

- BEA began providing access to our information on the Internet. With a subscription through STAT-USA, for a nominal fee, users can obtain BEA news releases; detailed data from BEA's national, regional, and international accounts; and recent issues and back articles from the *SURVEY*. In addition, BEA's Internet home page contains free material about BEA, including the User's Guide to BEA Information.
- BEA released a CD-ROM containing the monthly issues of the *SURVEY* for 1994 and selected articles for 1987-93. The format preserves the look and feel of the printed version and provides the ability to conduct cross-document searches and to copy data tables directly into spreadsheet software.
- BEA provided additional customer service training for our staff and completed a thorough review

of its order-processing operation. Recommendations from this review, including enhanced computer tracking of customers' orders, will be implemented in the coming year.

In March 1995, the Census Bureau conducted a Customer Satisfaction Survey for Department of Commerce operating units, including BEA. Results for BEA are highlighted below:

- BEA's customers are satisfied with our products and services. Over 87 percent of the respondents gave BEA's information services and data products a rating in the highest two categories for overall satisfaction, resulting in a mean score of 4.1 on a 5-point scale. As the private sector is the largest single source of BEA customers—over 80 percent—BEA is proud of earning this high ranking by the business world.
- BEA customers' expectations are satisfied in those aspects of information services and data product use that the customer rates as highly important. In an era of scarce resources, this result indicates that BEA is spending its resources wisely in order to have the greatest impact on customer satisfaction.
- BEA's highest score—4.3—was in "Quality of Information or Data," the area ranked most important by BEA customers. This result again indicates that staff efforts are well-directed at doing best what customers deem critical.

As always, we welcome your comments. If you have a problem with our products or services or if you wish to make a suggestion, please contact our Public Information Office:

Public Information Office, BE-53  
Bureau of Economic Analysis  
U.S. Department of Commerce  
Washington, DC 20230  
Voice: (202) 606-9900  
FAX: (202) 606-5310  
Internet: <http://www.doc.gov/resources/beahome.html>

### BEA's Customer Service Standards

1. BEA staff will respond to customer correspondence within 5 business days.
2. BEA staff will return customer phone calls within 1 business day.
3. BEA will ship off-the-shelf products within 3 business days.
4. BEA will meet its published annual calendar of news release dates. Any changes in these dates will be announced as far in advance as possible.
5. BEA will provide access to news releases on the EBB, EBB FAX, and recorded telephone messages at the time of release.